PRESS RELEASE _ To Run Before October 5th.

A WORLD-WIDE MOVEMENT IN THE ARTS

Following World War 11, a powerful liberal minded force began to be felt in the fine and advertising art throughout the civilized world, from Tulsa to Tokyo, New York to Nepal. In the fine arts it began as the swing from social painting to a more abstract approach. In commercial art it was felt in the increased vocabulary of graphic design made possible through fresh and imaginative approaches to advertising problem. It was in part a reflection of a desire of all peoples to escape the memories of war and resume once again the pleasures of free enterprise; it was also the product of the broadened young movement, back from their world travels via the armed services, eager to express their new ideas long held at bay by the demands of war.

THE EFFECTS ON CLEVELAND

Being a great metropolitan manufacturing center and therefore an active hive of advertising, Cleveland soon felt this revitalized attitude in the graphic arts. The word "attitude" is used to denote a philosophy derived from much thinking, selling and proving-of-merit by practical, result-minded advertising people. Advertising had too long been content with the "safe" approach to selling.

CLEVELAND CLUB FORMATION

In 1948 a group of agency art directors and studio artists in Cleveland, following the lead established by the New York Art Directors' Club, gathered together to discuss formation of an organization devoted to the promotion of higher professional and artistic standards in commercial art. After almost a year

preliminary meetings to solve organizational problems, the Art Directors Club of Cleveland was born in 1949, with a small nucleus of 20 members. The club sponsored the first annual exhibit of advertsing art in what was then the Ten-thirty-Gallery. The jury of awards consisted of Egbert Jacobson, Director of Design for the Container Corporation of America; Walter L. Howe, Director of Design at R. R. Donnelly Company, Chicago; and William M. Millikan, Director and Curator of the Cleveland Museum of Art. They selected award winning pieces from 162 accepted entries.

FIRST EXHIBIT

FIRST JURY

OTHER JURIES AND SPEAKERS

Since then, the club has held successively larger and more elaborate exhibitions with such nationally known speakers and judges a s Albert Dorne, Illustrator; Bradbury Thompson, Art Director for Mademoiselle; Herbert Matter, Designer; Suren Ermoyen, formerly Art Director at Good Housekeeping; Austin Briggs, illustrator; Steven Dohanos, illustrator; Paul Rand, internationally known designer; Lester Beal and Will Burton, designers; to name only a few.

FIRST LARGE ANNUAL

Each year the work shown in the exhibit is published in an exhibition annual, the 1953 book being the first large, hard-covered nationally distributed volume in the club's brief history.

THIS YEAR'S SHOW

This year's show in the Cleveland Museum of Art is the culmination of the group's seven year existence, and is eloquent testimony to the important role played by advertising design and art in the shaping of our esthetic values. This recognition makes the strongest bridge ever for bringing the club's message of good taste, thought and high artistic standards in the preparation of advertising art

to the lay public.

MEANS OF PROMOTING OUR PURPOSES

Now comprised of over 75 members, the Art Directors Club of Cleveland works in varied ways to foster interest and progress in advertising art and design. Monthly meetings, discussion of problems and solutions, exposure to professional motion pictures and other fine art communication, club publications, professional recognition through affiliation and cooperation with the National Association of Art Directors a nd chapters throughout the nation, the annual exhibit, working with local art schools to foster a broader exposure to commercial art possibilities through supplying displays and lectures: these are some of the many facets of the club's activities.

NTBNTEST

This year, as in the past, in conjunction with the exhibit the club will sponsor a poster contest open to young commercial artists, The award this year for the best design will be a free scholarship to the Famous Artists Course, Wesport, Connecticut.

For further information, call

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